

Awareness of ULTS and Custom Calling Services among All Customers

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
ULTS											
Have heard of ULTS (name)	70	64	72	69	74	76	55	63	40	64	74
Total "know of ULTS" (name or generic service)	76	74	77	74	86	68	72	75	65	75	80
CCS											
Have heard of CCS	89	90	88	92	86	92	73	77	73	67	60
Aware cost extra/ are optional (a)	97	97	97	98	95	97	92	92	99	85	91
Claim to have CCS	45	45	45	39	54	75	41	45	45	31	16
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

(a) Among those aware

Source: Q.101, 102, 104, 108; Table 34, Q.34, 35, 38

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Awareness of ULTS and Custom Calling Services among All Customers

Table 2.84

Customers were also asked, *"Have you ever heard of Custom Calling Services like Call Waiting or Call Forwarding?"*

Responses are shown opposite.

Highlights

As noted earlier, 70% of customers say they have heard of Universal Lifeline Telephone Service and, in total, 76% can be defined as "know of ULTS" (i.e. either recognize the name and know what it is or are aware there is a special service for lower income households).

Awareness of Custom Calling Services is even higher: 89% have heard of these services by name as compared to 70% for ULTS.

Most of those aware of Custom Calling Services are aware they cost extra and are optional.

45% of all customers say they have Custom Calling Services.

By company: Awareness of ULTS (total) and Custom Calling Services is about the same for both companies.

By ethnicity/race: The three Asian groups are less aware of Custom Calling Services than are White, Hispanic or Black customers. Black customers are the most likely of all groups to say they have Custom Calling Services: 75%. Hispanics are next most likely to say they have them (54%), followed by the Asian groups (41%) and Whites (39%).

Low Income Seniors: Low income seniors are less likely than customers in total to say they are aware of CCS (60% vs. 89%).

Awareness of ULTS and Custom Calling Services among All Customers

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Qualify ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
ULTS									
Have heard of ULTS (name)	70	64	72	87	80	88	69	65	71
Total "know of ULTS" (name or generic service)	76	74	77	91	90	92	69	66	70
CCS									
Have heard of CCS	89	90	88	85	84	85	83	86	81
Aware cost extra/ are optional (a)	97	97	97	96	95	96	96	95	96
Claim to have CCS	45	45	45	45	43	45	47	50	45
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

(a) Among those aware

Source: Q.101, 102, 104, 106, Table 34, Q.34, 35, 36

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Awareness of ULTS and Custom Calling Services among All Customers

Table 2.8B

The table opposite shows awareness of ULTS and CCS among (a) all customers, (b) ULTS Subscribers and (c) those who qualify for ULTS but do not have it.

Highlights

Among those who qualify for ULTS but do not have it, 69% are aware of ULTS by name; a total of 69% "know of ULTS" (either name or generic service). Awareness of CCS among this group is higher: 83% heard of.

By company: Awareness of ULTS and awareness of CCS among the qualified/don't have is the same for both companies.

Attempts to Get ULTS among Aware, Don't Have but Qualify

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Total Asian</u>	<u>Low income senior</u>
	%	%	%	%	%	%	%	%
% Aware, don't have, would qualify	5	6	5	4	9	6	5	11
<i>Among this group —</i>								
Have tried to get ULTS	17	37	10	14	26	20	23	31
Have not	82	60	90	86	72	80	77	65
Not reported	1	3	-	-	2	-	-	4
Base	(142)	(80)	(62)	(53)	(62)	(17)	(47)	(49)

Attempts to Get ULTS among Aware, Don't Have (Company Records), but Would Qualify for It

Table 2.9

Customers who say they do not have ULTS but are aware of it and qualify for it were asked whether they have ever tried to get it. The chart opposite shows data among those who are aware and would qualify for ULTS but do not have it based on telephone company records.

Highlights

5 % of customers are aware of ULTS and qualify for it but do not have it. Among this group, the majority (82 %) say they have not tried to get it. Fewer than one in five (17 %) says he/she has tried to get ULTS.

By company: While the proportion of those aware and don't have but are qualified for ULTS is statistically no different for the two companies (6 % for GTE and 5 % for Pacific Bell), a higher proportion of these GTE customers have tried to get ULTS -- 37 % for GTE vs. 10 % for Pacific Bell.

By ethnicity/race: 9 % of Hispanic customers are identified as aware but don't have and qualified for ULTS as compared to Blacks (6 %), then Asians (5 %) and Whites (4 %). The proportion of customers who are aware, don't have, but qualify who have tried to get ULTS ranges from 26 % of Hispanic customers to 14 % of White customers.

Low Income Seniors: 11 % of low income seniors are aware of ULTS, qualify for it and don't have it. In this group, almost one-third (31 %) say they have tried to get it.

Reasons Did Not Get ULTS

	<u>Aware, qualify, tried to get</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%
<i>Reasons did not get it (read list) (a) —</i>			
Did not meet qualifications	23	48	-
Have applied for it	19	22	17
Decided I didn't want it	20	8	32
Got it, but discontinued	12	7	17
Other reason	3	7	-
Don't know	22	8	35
Base	(22)	(17)	(5)

(a) Among those who tried to get it

Source: Q.107, Table 337

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Reasons Did Not Get ULTS

Table 2.10

Customers who tried to get ULTS were asked whether they didn't have it because they decided they didn't want it, thought they did not qualify, or for some other reason. The distribution of responses is shown on the chart opposite.

Highlights

When those who tried but did not get ULTS are asked why they did not get it, a variety of reasons are given: 23% say they thought they would not qualify and almost as many (20%) say they decided against it. In addition, another 19% have applied but have not received the service as yet. Though base sizes are small, about half those in the GTE group say they thought they did not meet the qualifications -- no one in the Pacific Bell group said this when asked directly.

Reason(s) Have Not Tried to Get ULTS

	<u>Aware, don't have, qualify</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%
% of this group who have not tried to get it	82	60	90
<i>Reasons given for not trying to get ULTS (volunteered) —</i>			
Don't need welfare; can afford to pay	27	19	29
Income too high; don't qualify for it	28	29	27
No reason, just didn't try	11	16	10
Don't know enough about it, how to get it	10	15	9
Limited calls	11	4	12
(no other reason mentioned by more than 5% of total)			
Base	(101)	(47)	(54)

Source: Q.105, 108, 109(C), Table 533, 338

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Reason(s) Have Not Tried to Get ULTS

Table 2.11

Customers who never tried to get ULTS were asked why they haven't done so. The responses volunteered are shown on the table opposite among those who are aware of ULTS, qualify, don't have it (based on company records) and never tried to get it.

Highlights

As noted earlier, a majority (82%) of the aware/qualified/don't have have never tried to get ULTS. The main reasons volunteered center on two perceptions: (1) they don't think they qualify for it and (2) they think they can afford telephone service (do not need welfare) -- both are voluntarily mentioned by more than one in four respondents. In addition, one in ten (10%) says he/she does not know much about it or how to get it and about as many have the perception (or misperception) that the service provides only a limited number of calls.

By company: No major differences are noted in these responses.

Interest in ULTS after Told Savings in Basic Rate

Told "with ULTS, you would still pay whatever you do now for calls (but) save about (\$5.88)(\$5.17) per month (for) FLAT RATE or (\$3.62)(\$3.22) (for) MEASURED RATE."

	Qualify but don't have										
	Total	GTE	PB	White	Hisp	Black	Asian				Low inc senior
	%	%	%	%	%	%	Tot %	Chin %	Kor %	Viet %	%
<i>Given those savings, would this be —</i>											
Much easier to afford	38	40	37	30	51	42	33	31	10	56	32
A little easier to afford	38	45	36	45	29	27	33	50	53	6	36
No easier to afford	17	9	19	16	9	28	19	13	37	6	22
Can't say	8	6	8	9	11	3	14	6	-	31	10
<i>Assuming eligible, would —</i>											
Sign up	58	72	54	48	70	69	59	63	50	66	59
Continue as now	34	23	37	46	17	25	36	25	50	28	33
Can't say	8	5	9	7	13	6	5	13	-	6	8
Base	(238)	(138)	(100)	(84)	(87)	(53)	(78)	(16)	(30)	(32)	(100)

Source: Q.112, 113

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Interest in ULTS after Told Savings in Basic Rate

Table 2.12

All customers were asked whether they have ULTS now. Those who said they have it, were not asked any additional questions about ULTS. Customers who qualified for ULTS but said they did not have it were told about the current rate they pay for monthly service and asked a series of questions as follows:

"Well, aside from any calls you make, you are either paying a basic monthly rate of (\$9.75)(\$8.35) for Flat Rate or (\$5.25)(\$4.45) for Measured Rate. If you were to subscribe to Lifeline, you would still pay whatever you do now for calls. However, you would save about (\$5.88)(\$5.17) per month if you have Flat Rate or (\$3.62)(\$3.22) per month if you have Measured Rate. Given those savings, would this make your monthly telephone service easier for you to afford or not? IF EASIER: Would that be much easier or just a little easier?"

"Assuming you are eligible for this special phone service, do you think you will get in touch with the phone company to sign up for it or will you continue doing what you do now?"

Highlights

The large majority of customers (76%) who don't have ULTS but would qualify for it say the savings would make it easier for them to afford telephone service: 38% much easier and 38% a little easier.

After being told of these savings, 58% say they will call the telephone company to sign up for ULTS.

By company: GTE's qualified/don't have perceive more savings with ULTS than do Pacific Bell's (85% say it would make phone service easier to afford vs. 73% of Pacific Bell's), and GTE's qualified/don't have are more likely to say they will sign up for ULTS than Pacific Bell's: 72% vs. 54%.

By ethnicity/race: In each ethnic group, almost two-thirds or more say the savings would make monthly phone service easier to afford. Hispanics and Vietnamese are more likely than others to say it would make it much easier to afford (51% for Hispanics and 56% for Vietnamese vs. 42% Blacks, 31% Chinese, 30% Whites and 10% Koreans). 70% of Hispanic and 69% of Black respondents say they will call the telephone company to sign up for ULTS compared to 48% among White respondents. 59% of Asian respondents report they would sign up for ULTS.

Low Income Seniors: 59% say they will call the telephone company to sign up for ULTS.

Interest in Call Control Service (a)

	<u>Qualify, don't have</u>						<u>Asian</u>				<u>Low inc</u>
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
<i>Interest in Call Control (CC)</i>											
Interested	37	35	38	29	39	43	25	25	24	25	24
Not interested	56	59	55	68	54	48	72	60	76	75	65
Not sure	7	7	7	4	7	9	3	15	-	-	11
Base	(326)	(198)	(128)	(106)	(121)	(81)	(101)	(20)	(37)	(44)	(130)
Interested in ULTS	58	72	54	48	70	69	59	63	50	66	59
% interested CC	25	31	23	20	31	26	18	25	13	19	21
Not interested in ULTS	34	23	37	46	17	25	36	25	50	28	33
% interested CC	10	3	12	8	5	13	6	6	7	6	2
Base (responded to question)	(238)	(138)	(100)	(84)	(87)	(53)	(78)	(16)	(30)	(32)	(100)

(a) "What if there were some way for you to control the calls that cost extra? For example, the phone company could set some limit on those calls so you would not go over that limit... would you be interested in this type of service or not?"

Interest in Call Control Service

Table 2.13

All customers were asked about their interest in a call control service:

"What if there were some way for you to control the calls that cost extra. For example, the phone company could set a limit on those calls so you would not go over that limit. Would you be interested in this type of service or not?"

The table opposite shows the level of interest in a call control service among all those in each group who qualify for ULTS but do not have it (according to company records). The chart also breaks down the proportion interested by those qualified and saying they would sign up for ULTS which is a better approximation of those most affected by a call control service for ULTS.

Highlights

37% of those who qualify for ULTS but don't have it are interested in a call control service. Over half (56%) are not interested. Interest in call control is higher among those interested in ULTS (25%) than among those not interested in ULTS (10%).

NOTE: This discussion is about those who qualify for but do not have ULTS. The reader interested in reactions to call control among all customers can find those data on the following page.

By company: Interest in call control services among customers who would sign up for ULTS is about the same for GTE and Pacific Bell. However, among ULTS qualified/don't have who are not interested in signing up for ULTS, interest in call control is very low for both companies.

By ethnicity: Among the qualified/don't have, interest in call control is higher among Hispanics and Blacks than among Asians. In most groups, those interested in ULTS are more interested in call control than those not interested in ULTS.

Low Income Seniors: 24% of the qualified/don't have are interested in call control. Here, too, interest in call control is higher among those interested in ULTS than among those not interested in ULTS.

Interest in Call Control Service (a)

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
<i>Interest in Call Control (CC)</i>											
Interested	18	19	18	13	28	25	23	29	14	25	17
Not interested	78	77	79	84	68	69	75	68	86	72	75
Not sure	4	5	4	3	5	6	2	3	*	3	9
Base (total)	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

(a) "What if there were some way for you to control the calls that cost extra? For example, the phone company could set some limit on those calls so you would not go over that limit... would you be interested in this type of service or not?"

Interest in Call Control Service

Table 2.14

The chart opposite shows interest in a call control service among all residential customers.

Highlights

Overall, 18% of customers are interested in a service that would put a limit on out-going calls. No differences are noted by company.

By ethnicity/race: Interest in call control services is highest among Hispanics, Blacks, Chinese and Vietnamese customers: 28%, 25%, 29% and 25%, respectively. Interest in call control is lower among Whites (13%) and Koreans (14%).

Low Income Seniors: 17% of low income seniors are interested in a call control service.

Interest in Call Control Service (a)

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>Interest in Call Control (CC)</i>										
Interested	28	28	24	21	34	23	15	6	26	17
Not interested	68	68	75	73	65	72	85	94	72	58
Not sure	5	5	1	6	1	5	*	-	2	25
Base (total)	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)

(a) "What if there were some way for you to control the calls that cost extra? For example, the phone company could set some limit on those calls so you would not go over that limit... would you be interested in this type of service or not?"

Interest in Call Control Service

Table 2.15

Highlights

By language dependency:

Hispanics: No differences are noted by language dependency. 28% of both LD Hispanics and NLD Hispanics are interested in call control services.

Chinese: LD Chinese customers show a greater interest in call control services than their NLD counterparts (34% vs. 23%).

NOTE: The majority of Korean and Vietnamese customers are classified as language dependent (i.e. chose to be interviewed in their native language); thus, it is not possible to examine language dependency as a variable within each of these groups. It is possible to note that 15% of LD Koreans and 26% of LD Vietnamese show interest in call control services.

Interest in Call Control Service (a)

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Quality ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>Interest in Call Control (CC)</i>									
Interested	18	19	18	26	28	26	37	35	38
Not interested	78	77	79	69	67	69	56	59	55
Not sure	4	5	4	5	5	5	7	7	7
Base (total)	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

(a) "What if there were some way for you to control the calls that cost extra? For example, the phone company could set some limit on those calls so you would not go over that limit... would you be interested in this type of service or not?"

Interest in Call Control Service

Table 2.16

The chart opposite compares interest in call control services among total customers, current ULTS subscribers and those who qualify but do not have ULTS.

Highlights

For both GTE and Pacific Bell, interest in call control services is higher among ULTS subscribers than among total customers, and interest is even higher among those who qualify but do not have ULTS now. About one in four (26%) ULTS subscribers is interested in a call control service and over a third (37%) of those who qualify but don't have ULTS express interest.

Interest in Call Control Service (a)

ULTS Subscribers

<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc senior</u>
						<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	
%	%	%	%	%	%	%	%	%	%	%

Interest in Call Control (CC)

Interested	26	28	26	21	30	34	29	33	17	31	14
Not interested	69	67	69	74	65	62	70	67	83	66	79
Not sure	5	5	5	6	5	4	2	-	-	3	8
Base (total)	(1297)	(550)	(747)	(510)	(508)	(183)	(236)	(58)	(46)	(132)	(298)

(a) "What if there were some way for you to control the calls that cost extra? For example, the phone company could set some limit on those calls so you would not go over that limit... would you be interested in this type of service or not?"

Interest in Call Control Service

Table 2.17

The chart opposite shows interest in call control services among current ULTS subscribers.

Highlights

26% of ULTS subscribers are interested in call control services.

By company: No differences are noted between GTE's and Pacific Bell's ULTS subscribers in their interest in call control services (28% and 26% are interested respectively).

By ethnicity/race: Interest in call control services is higher among Hispanic (30%), Black (34%), Chinese (33%) and Vietnamese (31%) ULTS subscribers than it is among White (21%) or Korean (17%) ULTS subscribers.

Low Income Seniors: Interest in call control services is lower than average among low income seniors who have ULTS -- only 14% of this group express interest in such a service.

Chapter 3.0 Descriptive Profiles of ULTS Subscribers and Non-Subscribers Who Qualify for It

Provides a descriptive profile of the ULTS subscribers vs. Non-Subscribers who Qualify on the same set of descriptors used to define all residential customers in Chapter 1.

Serves two purposes:

- (1) Profiles ULTS Subscribers, and*
- (2) Identifies the characteristics that differentiate ULTS subscribers from a group of customers who qualify for ULTS but do not have it.*

Ethnic/Racial Make-up of ULTS Subscribers

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Qualify ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
White	63	65	62	42	46	41	42	43	42
Hispanic	19	23	18	40	39	40	30	47	24
Language dependent (LD)	9	9	9	27	24	28	19	26	16
Non-language dependent (NLD)	10	14	8	13	15	12	12	21	8
Black	8	4	9	10	7	10	17	5	22
Asian (total)	6	4	7	5	4	5	7	4	9
Other	2	2	2	2	3	2	3	1	4
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Ethnic/Racial Make-up of ULTS Subscribers

Table 3.1

All customers were asked whether they would describe their racial or ethnic background as White, Black or African American, Spanish, Mexican or other Hispanic descent, American Indian, Asian or some other group. Those who responded as Asian were further asked to describe which Asian group. The chart opposite shows the distribution of responses by total customers, ULTS subscribers and customers who qualify but do not have ULTS.

Highlights

Among total customers, 63% describe themselves as White, 19% Hispanic, 8% Black and 6% Asian. The distribution of GTE customers includes a slightly higher proportion of Hispanic customers (23% vs. 18%), although no more language dependent (9% in each group), and slightly fewer Blacks (4% vs. 9%) and Asians (4% vs. 7%).

By ULTS Subscribers: For both companies, the distribution of ULTS customers includes a much higher proportion of Hispanics, especially language dependent Hispanics, and fewer Whites than among total customers. 40% of ULTS customers say they are Hispanic -- 27% language dependent Hispanic.

By Qualify for ULTS but Don't Have: The distribution of ethnicity among this group is more similar to ULTS subscribers than total customers, particularly for GTE customers. However, for Pacific Bell customers, while 42% are White and 9% Asian, this group includes a higher proportion of Blacks (22%) and fewer Hispanics (24%) than reported among Pacific Bell's current ULTS subscribers.